



California's Winnable Battle:
Finish the Fight Against Tobacco
www.facebook.com/FightTobacco
Photo Contest
Official Rules & Requirements

Tobacco and Its Impact in My Community Photo Contest

NO ENTRY FEE IS NECESSARY TO PARTICIPATE OR WIN. THE CONTEST IS VOID WHERE PROHIBITED BY LAW, REGULATION, STATUTE, OR OTHER APPROPRIATE LEGAL AUTHORITY.

I. Purpose and Contest Sponsors

The purpose of this contest is to raise awareness about the impact of tobacco use and to paint a picture of what tobacco use looks like across California communities. This contest is sponsored by the California Tobacco Control Program (CTCP), a program of the California Department of Public Health (CDPH).

II. How to Enter

- a. Photo submission: Contestants must complete and email the Contestant Release Form and contest photographs to: FightTobacco@cdph.ca.gov by November 1, 2013. Alternatively, contestants may fax the Contestant Release Form to (916) 449-5517. The Contestant Release Form can be found online at <http://www.cdph.ca.gov/programs/Tobacco>. Photos that are submitted must have been taken on or after January 1, 2013.
- b. Retouching of photos: Photographs may not be altered, augmented or rearranged. Cropping, modest darkening or lightening of parts of the image is permitted.
- c. Winning entries will be announced through the Fight Tobacco Facebook page on November 21, 2013.

III. Contest Requirements

Photos submissions are to relate to one of the following four categories:

1. *Stores near schools*: This category focuses on tobacco retail stores located near schools. Stores have an important role in our community. However, stores are also places where unhealthy products such as tobacco products are heavily marketed. Photos in this category may show tobacco ads or displays in stores or venues where youth and young adults congregate. Photos may also show stores that sell tobacco located near a school or youth venue, or along a major route to one of these locations such as convenience stores, small markets, gas stations, liquor stores, hookah shops, drug stores, or grocery stores.
2. *Secondhand smoke (outdoor and indoor)*: This category focuses on secondhand smoke exposure in both indoor and outdoor venues. It may include photos of exposure to secondhand smoke or signage describing where smoking is allowed or not allowed in areas such as restaurants and bars with patio seating, beaches, parks, homes, apartment complexes, or workplace sites.
3. *Cigarette Butt Litter*: Photos in this category may include cigarette butts that are discarded along sidewalks, parks, beaches, bus stops, and campuses – places where we work, eat and play.
4. *"What's wrong with this picture?"*: Photos in this category focus on tobacco products or signage inappropriately placed near items they do not belong with. For example, photos may include tobacco products located next to candy or tobacco ads placed next to children's toys.

IV. Eligibility

1. Contestants must be a California resident at least 13 years of age to participate. Contestants under the age of 18 must have a parent/guardian co-sign the Contestant Release Form.
2. Submissions will occur from September through the end of October. The deadline for all photo submissions is 11:59 PST on November 1, 2013. Submissions must be emailed to FightTobacco@cdph.ca.gov.
3. The person submitting the photo will be considered the contestant and will be the only person eligible to compete for the prize. In order to be eligible to win the prize, the contestant must provide accurate and complete information on the Contestant Release Form.
4. The following individuals are not eligible to enter the contest: employees, family, or friends of CDPH/CTCP staff; professional photographers or advertisers; and any employees, family or friends of the tobacco industry.
5. When a photo is submitted for entry into the contest, the contestant's full name and location will be publicly identified.

V. Prizes

Each category will have four winners: Platinum, Gold, Silver, and Bronze. A Selection Committee will review the photos and determine the winners for the four categories. The prize winnings for each category include:

1. Platinum (\$100)
2. Gold (\$75)
3. Silver (\$50)
4. Bronze (\$25)

Also, all photo submissions in each category will have their photos exhibited online (this may include the Fight Tobacco Facebook page, the TobaccoFreeCA Facebook page, as well as the CDPH and CTCP websites).

VI. Limitations of liability and release

By submitting a photo, you are indicating that you have read and agreed to the following terms:

- You are not submitting any photos that are unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically, or otherwise objectionable.
- You are not submitting any photos that harms individuals in any way.
- You are not submitting any photos with content that you do not have a right to make available under any law or other proprietary rights of any party.
- You acknowledge that CDPH and its designees shall have the right (but not the obligation) in their sole discretion to pre-screen, refuse, or remove any content at any time.
- You agree to allow CDPH and its designees unlimited use of your images in any medium, at any time and in any manner deemed appropriate by CDPH. You acknowledge CDPH's right to alter or edit the images in any manner deemed necessary by CDPH.

VII. Contact information

If you have questions regarding the Photo Contest, please email CDPH/CTCP at FightTobacco@cdph.ca.gov